

California Rice Commission

Notice of Meeting & Agenda

International Marketing & Promotion Committee
9:30 a.m., Wednesday, July 29, 2009
Yuba-Sutter Farm Bureau
475 N. Palora Ave., Yuba City, CA

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To participate in the meeting via conference call,
please contact the Commission office
to obtain the conference call information

Agenda Item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2008/09 Program of Work Updates
 - A. # C-4 – Market Access - Pursue and maintain involvement in trade policy to expand and open markets (\$17,255)
 - i. WTO Update
 - ii. Asia/Middle East
 - a. Japan/Taiwan Update
 - B. # C-5 - International Promotion – Position California-origin rice as a premium product in key and emerging markets (\$95,000)
 - i. Update
 - a. Brazil Market Visit
 - b. Communications with Uniflex
 - c. Sampling in Turkey
 - d. Tours Update
- IV. Recommended Program of Work for FY 09/10
 - A. Review, Implementation Plans, Summaries, and Budgets
- V. USA Rice Evaluation
 - A. Review and Approve
- VI. Personnel - Closed Session (California Government Code 11126(a))

- A. The Committee may go into closed session to discuss and make recommendations to Committee regarding appointment, employment or dismissal of an employee.
- B. Return to open session and announce action taken in closed session, if any.
- VII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
 - A. The Committee may go into closed session to discuss pending litigation.
 - B. Return to open session and announce action taken in closed session, if any.
- VIII. Issues and Scheduling for Next Meeting
 - A. Scheduling of Future Meetings
- IX. Adjourn

All agenda items subject to discussion and possible action.